

What is claimed is:

1. A household liquid dispensing apparatus comprising:
 - a container for holding a household liquid;
 - a pump for pumping the household liquid out of the container, the pump having a pump chamber;
 - a dip tube adapted to be positioned in said container and in communication with the pump chamber;
 - an exhaust tube in communication with the pump chamber and an outlet for the household liquid;
 - a pump actuator for mechanically driving said pump, said pump actuator connected to said pump;
 - a motor operatively engaging said pump actuator, said motor electrically connected to a power source;
 - a switch electrically connected to said motor and the power source; and
 - a trigger operatively connected to said switch to control power delivered to said motor, said trigger positioned under the outlet for the household liquid.
2. The apparatus of claim 1, wherein said trigger is adapted to be actuated by a user when the user slightly depresses the back of his hand on a portion of said trigger.
3. The apparatus of claim 1, wherein the trigger is positioned in relation to the outlet such that the same hand of the user that mechanically actuates the trigger is also positioned to receive household liquid from the outlet.
4. The apparatus of claim 1, wherein said trigger comprises a trigger assembly, the trigger assembly includes a trigger pad positioned below the outlet.
5. The apparatus of claim 4, wherein the trigger pad is positioned in relation to the outlet such that an object that exerts a force on the trigger pad is also positioned to receive the household liquid dispensed from the outlet.

6. The apparatus of claim 4, further comprising a housing for said motor, wherein the trigger assembly includes a switch actuator pivotally mounted to one of said housing and said container, wherein the trigger pad is mounted to the switch actuator.
7. The apparatus of claim 6, wherein said housing includes a front wall and said container includes a rear wall disposed adjacent the front wall of said housing.
8. The apparatus of claim 7, wherein the front wall of said housing and the rear wall of said container are complementarily shaped.
9. The apparatus of claim 6, further comprising a latch plate for securing said housing in relation to said container.
10. The apparatus of claim 9, wherein said housing includes a notch and said container includes a notch aligned with the notch of the housing, wherein said latch plate is slidably disposed in the notches.
11. The apparatus of claim 10, wherein said housing includes a depression and said latch includes a protrusion, wherein said depression and said protrusion cooperate to secure said container in relation to said housing.
12. The apparatus of claim 4, further comprising a housing for said motor, wherein the trigger assembly includes a switch actuator movably mounted to one of said housing and said container, wherein the trigger pad is mounted to the switch actuator.
13. The apparatus of claim 12, wherein the trigger pad and the switch actuator are mounted such that the trigger assembly activates the switch in response to slight downward pressure on the trigger pad.
14. The apparatus of claim 12, wherein the trigger pad is positioned in relation to the outlet such that an object that exerts a force on the trigger pad is also positioned to receive the household liquid dispensed from the outlet.

15. The apparatus of claim 1, further comprising a housing wherein said housing includes a first wall and said container includes a first wall disposed adjacent the first wall of said housing.
16. The apparatus of claim 15, wherein the first wall of said housing and the first wall of said container are complementarily shaped.
17. The apparatus of claim 16, further comprising a latch for securing said housing in relationship to said container.
18. The apparatus of claim 17, wherein said housing includes a notch and said container includes a notch aligned with the notch of the housing, wherein said latch comprises a latch plate slidably disposed in the notches.
19. The apparatus of claim 18, wherein said housing includes a depression and said latch plate includes a protrusion, wherein said depression and said protrusion cooperate to secure said container in relationship to said housing.
20. The apparatus of claim 16, wherein the first wall of the housing includes a tongue and the first wall of the container includes a groove, wherein the groove is adapted to fit into the tongue to attach the container to the housing.
21. The apparatus of claim 1, further comprising a mixing apparatus disposed in said exhaust tube.
22. The apparatus of claim 21, wherein said mixing apparatus comprises a screen.
23. The apparatus of claim 1, further comprising a shroud covering the exhaust tube.
24. The apparatus of claim 23, further comprising a housing for said pump and said motor.
25. The apparatus of claim 24, wherein said shroud and a portion of said housing are an integral plastic unit.

26. The apparatus of claim 24, wherein said container is removable from said housing and said shroud.
27. The apparatus of claim 1, wherein said motor operatively engages said pump actuator via a gear reduction transmission.
28. The apparatus of claim 1, wherein the power source comprises at least one battery.
29. A household liquid dispenser for use with an associated bottle for storing a household liquid, the dispenser comprising:
- a housing;
 - a pump for pumping a household liquid from the associated bottle, said pump at least partially disposed in said housing and including a pump chamber;
 - a nozzle in fluid communication with the pump chamber and defining an outlet;
 - a pump actuator connected to said pump for working said pump;
 - a motor operatively engaging said pump actuator and electrically connected to a power source;
 - a switch electrically connected to said motor and the power source for selectively supplying power to said motor; and
 - a trigger mounted to said housing and selectively mechanically engaging said switch.
30. The dispenser of claim 29, wherein said trigger is adapted to engage said switch in response to downward or lateral pressure applied to said trigger.
31. The dispenser of claim 30, wherein said trigger comprises a trigger assembly that includes a trigger pad positioned below the outlet of said nozzle.
32. The dispenser of claim 29, wherein said trigger is pivotally mounted to said housing.

33. The dispenser of claim 32, wherein said trigger comprises a first portion that engages said switch and a second portion depending from said first portion, wherein the second portion is adapted to pivot in response to a force applied to the second portion whereby the first portion engages said switch.

34. The dispenser of claim 29, wherein said housing is adapted to connect to the associated bottle.

35. The dispenser of claim 34, further comprising a latching mechanism to connect said housing to the associated bottle.

36. The dispenser of claim 34, wherein said housing comprises a base wall that aligns with a base wall of the associated bottle when said housing is attached to the associated bottle.

37. The dispenser of claim 34, wherein said housing includes a wall having a shape that is complementary to an adjacent wall of the associated bottle when said housing is connected to the associated bottle.

38. The dispenser of claim 29, further comprising a dip tube adapted to be positioned in the associated bottle.

39. The dispenser of claim 34, further comprising a dip tube adapted to be positioned in the associated bottle.

40. The dispenser of claim 39, wherein said housing includes an opening that communicates with said dip tube.

41. The dispenser of claim 40, wherein the opening in said housing aligns with an opening in the associated bottle when the associated bottle is attached to said housing.

42. The dispenser of claim 29, wherein said motor operatively engages said pump actuator via a transmission that translates rotational movement to reciprocal movement.

43. The dispenser of claim 42, wherein said motor engages said pump via a gear reduction transmission.
44. The dispenser of claim 29, wherein said pump comprises a positive displacement pump.
45. The dispenser of claim 29, wherein said housing includes a shroud that at least partially covers said nozzle.
46. An apparatus for dispensing a liquid from an associated pump bottle, wherein the associated pump bottle includes a container for storing a household liquid, a pump for pumping the household liquid out of the container, a pump driving member for driving the pump, and an outlet for the household liquid, the apparatus comprising:
- a housing adapted to receive the associated pump bottle;
 - an actuator adapted to engage the pump driving member of the associated pump bottle;
 - a motor operatively connected to said actuator and electrically connected to a power source;
 - a switch electrically connected to said motor and the power source for selectively supplying power to said motor; and
 - a trigger attached to said housing such that said trigger is positioned under the outlet of the associated pump bottle when the associated pump bottle is received by said housing, said trigger selectively engaging said switch.
47. The apparatus of claim 46, wherein said housing includes a platform upon which the container of the associated bottle rests when the associated bottle is received by said housing.
48. The apparatus of claim 47, wherein said trigger is spaced from the platform of said housing to define an open space between said trigger and the platform.
49. The apparatus of claim 47, wherein said housing includes a wall extending from the platform.

60. An apparatus for pumping liquid from an associated bottle comprising:
a housing adapted to receive an associated pump bottle;
an actuator movably mounted to said housing;
a motor operatively connected to said actuator and electrically connected to a power source;
a switch electrically connected to said motor and the power source for selectively supplying power to said motor;
a trigger movably mounted to said housing such that an opening is defined by said trigger and a wall of said housing, wherein the opening is adapted to receive a portion of the associated pump bottle.
61. The apparatus of claim 60, wherein said housing includes a platform adapted to allow the associated pump bottle to rest on the platform.
62. The apparatus of claim 61, wherein said trigger is spaced above the platform on the same side of said housing.
63. The apparatus of claim 62, wherein said trigger is positioned between said actuator and the platform.
64. The apparatus of claim 60, wherein said trigger is positioned below said actuator.
65. The apparatus of claim 60, wherein said actuator reciprocates up and down in relation to said housing.
66. The apparatus of claim 60, wherein the opening is substantially rectangular.
67. The apparatus of claim 60, wherein said trigger includes a first arm pivotally mounted to the housing.
68. The apparatus of claim 67, wherein said trigger includes a second arm spaced from the first arm, wherein the arms further define the opening.